



DIGITAL MARKETING PLAYBOOK

NORTHERN ARIZONA UNIVERSITY

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HOW TO USE THIS PLAYBOOK

This playbook is a practical resource for anyone involved in creating or managing digital marketing and/or social media content—including professional staff, faculty, student workers, and ambassadors. Use it to:

- Understand platform expectations and audience behavior
- Access ready-to-use content examples and templates
- Clarify roles, responsibilities, and strategic priorities
- Ensure consistency, professionalism, and alignment with institutional standards

It should be referenced at the start of a campaign or initiative, during content planning, and as a guide for ongoing strategy refinement and reporting.

Playbook goals

This playbook is a foundational resource designed to help teams plan, manage, and execute effective digital marketing strategies. Its goals are to:

- Equip users with a clear understanding of how to use digital marketing purposefully and professionally within an academic context. This includes outlining platform roles, audience behaviors, and content types that align with unit goals.
- Provide tools, templates, and examples that empower non-marketers—including student workers, ambassadors, faculty, and staff—to confidently create and share content that supports the college's messaging and voice.
- Serve as a centralized, reliable reference that defines expectations, standards, and workflows for digital marketing activity across NAU. It eliminates guesswork and supports alignment with NAU brand and communication priorities.
- Reinforce professional standards in tone, accessibility, visual identity, and platform use—ensuring consistency, credibility, and audience relevance across all content.

DIGITAL MARKETING STRATEGY PLAYBOOK

This playbook is designed to guide digital marketing and social media strategy for academic units at Northern Arizona University. The goal is to build a strong, authentic presence across key platforms that highlight unit culture, foster engagement, and support student and alumni success.

Digital marketing can be a powerful tool for sharing relevant, timely, and actionable information with current and prospective students, families, alumni, and the broader community. Use it to:

- Communicate the value of programs through student stories, career outcomes, experiential learning, and faculty insights
- Clarify complex processes like advising, course registration, internships, or degree pathways in digestible, student-friendly formats
- Highlight industry trends and success stories that demonstrate the real-world impact of a degree

A strong content strategy provides a structured, intentional approach to using digital media in ways that align with institutional priorities and audience needs. It should:

- Define clear objectives for what your digital marketing campaign is meant to achieve (e.g., awareness, engagement, recruitment, or retention support).
- Identify key audiences and tailor messaging, tone, and content types to resonate with their interests, behaviors, and stages in the student journey.
- Outline content pillars that reflect your unit's strengths, such as student success, career preparation, alumni impact, and inclusive community culture.
- Establish consistency in voice, frequency, and visual identity across platforms, while remaining flexible enough to adapt to trends or emerging needs.
- Integrate with institutional goals and other communication efforts to ensure alignment across departments and reinforce shared messaging.

Consistency and trust are built when audiences know where to find reliable information. Digital content should always point back to centralized, accurate, and university-aligned resources.

- Link to official pages for academic programs, advising, scholarships, or career services to minimize misinformation.
- Use social platforms as an entry point that guides users to the full story, not the only place where information is shared.
- Maintain updated resources and evergreen content hubs that are easy to share across platforms and posts.

To ensure professionalism and impact, content should align with both institutional brand standards and the norms of each platform and audience.

- Follow a consistent voice that reflects the culture of your unit.
- Respect platform conventions (e.g., video length, visual hierarchy, caption tone) to optimize engagement and authenticity.
- Track performance, stay up to date with trends, and refine strategies over time based on audience response and analytics.

PROJECT SUMMARY

The primary purpose of a digital and social media strategy is to strengthen and sustain visibility, connection, and engagement across key audiences—particularly prospective students, current students, families, and alumni. This strategy is designed to:

- **Support undergraduate and graduate recruitment** by showcasing student life, academic opportunities, and career pathways through authentic, engaging content.
- **Increase brand awareness** of academic unit programs, culture, and outcomes by elevating storytelling across platforms in a way that reflects the college, department, or school's reputation, values, and voice.
- **Foster alumni engagement** by celebrating career milestones, creating connection points between current students and alumni, and reinforcing the lifelong value of a college degree.

By focusing on these three pillars—**recruitment, brand visibility, and alumni connection**—the strategy aligns directly with broader institutional priorities, while also addressing the specific communication needs of various communities at NAU.

Project goals

This strategy focuses on boosting awareness, engagement, and action while showcasing the impact of a college education. Each goal is tied to clear KPIs (Key Performance Indicators) to guide content planning, track progress, and demonstrate value.

- **Increase awareness of programs and culture:** raise visibility of unit's academic offerings, experiential learning opportunities, and unique student experience among prospective students and their influencers.
KPI examples: Follower growth, profile visits, post reach, new audience impressions
- **Improve engagement across audiences:** strengthen engagement with prospective students, current students, and families through interactive, student-centered content that builds connection and trust.
KPI examples: Engagement rate (likes, shares, comments), saves, direct messages (DMs), Story interactions
- **Showcase student and alumni success:** promote the real-world impact of a college education by highlighting student journeys, alumni careers, faculty expertise, and industry partnerships.
KPI examples: Post shares, click-throughs to career/alumni pages, video views
- **Support recruitment and retention:** use authentic, compelling storytelling to support application generation and help current students feel more connected to the college, school, or department community.
KPI examples: Website traffic to admissions/advising pages, information request submissions, increase in social-driven applications
- **Drive action toward key resources and events:** increase awareness and participation in events, deadlines, and opportunities related to academics, advising, and careers.
KPI examples: Event RSVPs, link clicks, Story swipe-ups, QR code scans
- **Foster community and belonging:** create a sense of inclusion and shared identity by celebrating student orgs, inclusion initiatives, peer mentorship, and community involvement.
KPI examples: User-generated content shares, tagged posts, Story mentions, comments from students and families

RESOURCES

Be realistic and transparent about the resources available to support the strategy. A clear understanding of constraints and capacity ensures that goals are achievable and responsibilities are well-defined.

- **Budget:** Identify available funding to support the project. This might include costs for content creation, social advertising, platform management tools (e.g., scheduling or analytics dashboards), and student support (e.g., paid ambassadors or interns). Outline what level of investment is available and where flexibility exists.
- **Timeline:** Define the project's duration and key milestones. Is this a time-bound campaign or part of an ongoing strategy? Establish a start and end date, along with checkpoints for progress reviews, content approvals, or post-launch evaluations. Clarify who is responsible for managing day-to-day execution, such as content development, posting, and moderation—and whether student workers or ambassadors will contribute.
- **Sponsor(s):** Designate a project sponsor or champion—such as a dean, associate dean, department chair, or communications director—who will ensure alignment with strategic priorities, provide guidance, and help remove roadblocks. This person or group should be empowered to make or escalate key decisions.
- **Tools/Platforms:** By centralizing content planning, collaboration, and performance tracking, these resources help maintain consistency, streamline workflows, and improve outcomes across platforms.
 - **Scheduling platforms:** tools like Sprout Social, Later, or Hootsuite allow teams to schedule content in advance, monitor engagement, and maintain a consistent posting cadence. These platforms also enable real-time interaction and performance tracking from a single dashboard.
 - **Asset management systems:** a centralized, shared drive (e.g., OneDrive, Google Drive) or photo library ensures all collaborators have easy access to approved images, videos, graphics, captions, and templates. Assets should be organized by content pillar, platform, or campaign for efficient use and repurposing.
 - **Analytics dashboards:** performance data guides continuous improvement and helps align content with strategic goals.
 - *Web Analytics (e.g., Google Analytics, Looker Studio) track how users interact with content that drives to the NAU website (e.g., click-throughs from Instagram to advising pages).*
 - *Platform Analytics (e.g., Instagram Insights, LinkedIn Analytics) monitors post reach, engagement, profile activity, and follower trends to inform content planning.*
 - **Collaboration tools:** shared tools help coordinate efforts across multiple teams and stakeholders.
 - *Shared Outlook Calendar to map out publishing dates and themes, coordinate with broader communications calendars, and prevent overlap.*
 - *Intake Form including a section for digital media requests, enabling academic units and campus partners to submit stories, events, or ideas for amplification.*

STAKEHOLDERS

Identifying and aligning stakeholders early is essential for smooth execution. Stakeholders include anyone who contributes to, is impacted by, or needs visibility into the project. Clarifying roles and responsibilities up front helps streamline communication, avoid delays, and foster collaboration.

Stakeholder categories

- **Informed:** Individuals or groups who should be regularly updated on project progress, milestones, or outcomes.
Examples: Academic leadership, advising teams, faculty, student organizations.
- **Involved:** Those actively contributing to strategy, content creation, or community engagement.
Examples: Student workers, marketing staff, program coordinators, ambassadors.
- **Approval required:** Individuals with decision-making authority who must review and approve content, budgets, platform access, or final outputs.
Examples: Deans, communications directors, college marketing leads.
- **Internal stakeholders:** Include faculty, staff, advising teams, student ambassadors, marketing teams, and department or college leadership.
- **External stakeholders:** Include prospective students, families, alumni, and industry partners who engage with or benefit from the content.

Roles and responsibilities

Clearly define who is accountable for the following project functions:

- **Content creation:** developing stories, visuals, and messaging aligned with campaign goals.
- **Posting and platform management:** scheduling and publishing content, monitoring interactions, and maintaining platform standards.
- **Approvals and quality control:** reviewing content for brand alignment, accuracy, and accessibility before publication.
- **Performance monitoring and reporting:** tracking KPIs, gathering analytics, and sharing insights with stakeholders.

Establishing these responsibilities early ensures alignment and helps keep the project moving efficiently from planning through execution.

Stakeholder RACI chart (Responsible, Accountable, Consulted, Informed)

Stakeholder	Affiliation	Informed	Involved	Approver	Content Creation	Posting & Platform Management	Approvals & Quality Control	Performance Monitoring & Reporting
Marketing/ Communications Manager	College	Yes	Yes	Yes	No	No	Yes	Yes
Student 1	College	No	Yes	No	Yes	No	No	No
Student 2	College	Yes	Yes	No	Yes	Yes	No	Yes
2 students	College	No	Yes	No	Yes	Yes	No	Yes
Director	Institute & Center	Yes	No	No	No	No	No	No
Faculty	Program Coordinator	Yes	No	No	No	No	No	No
Staff	Institute and Center	Yes	No	No	No	No	No	No
Director	Career Development	Yes	No	Yes	Yes	No	Yes	Yes
Manager	FCB Career Development	No	Yes	No	Yes	No	No	Yes
4 students	FCB Career Development	No	Yes	No	Yes	Yes	No	No
Staff	School	Yes	Yes	No	Yes	No	Yes	No
2 students	School	No	Yes	No	Yes	Yes	No	No
Department Chair	Department	Yes	No	Yes	No	No	Yes	No
Department Chair	Department	Yes	No	Yes	No	No	Yes	No

KEY PERFORMANCE INDICATORS (KPIs)

To evaluate the effectiveness of your strategy, it's critical to monitor Key Performance Indicators (KPIs) that align directly with your stated goals. These metrics allow you to track progress, demonstrate impact, and make informed adjustments over time.

KPIs should be specific, actionable, and realistic, with clearly defined benchmarks and a reporting cadence that matches the project's timeline.

Examples of common KPIs

- Follower growth across targeted platforms
- Engagement rate (likes, comments, shares, saves)
- Click-through rate (CTRs) to key pages or resources
- Video views or completion rates
- Profile visits or direct messages initiated
- Requests for information or event sign-ups
- Content shares or user-generated content volume
- Application or inquiry conversions (where trackable)

By defining and tracking the right KPIs, your team can demonstrate return on effort and continuously optimize digital marketing strategy for greater impact.

Instagram

- **Benchmarks**
 - +100 followers per quarter
 - Engagement rate of 4% or higher
 - Average reach per post = 1.5x follower count
- **Reporting cadence**
 - Monthly quick check-in on performance
 - Quarterly detailed review and trends
- **Metrics**
 - Visits (demographics such as city, country, age, gender)
 - Views (% from followers vs. non-followers)
 - Interactions (likes as %)
 - New followers
 - Shared content (content posting summary)

LinkedIn

- **Benchmarks**
 - +50 new followers per month
 - Engagement rate of 2.5% or higher
 - 3-5 link clicks per post to NAU/FCB/HRM sites
- **Reporting cadence**
 - Monthly engagement report
 - Quarterly audience and content performance analysis
- **Metrics:** see screenshots in Appendix B
 - Content
 - Visitors
 - Followers
 - Search appearance

Discord

- **Benchmarks**
 - +20 new members per month
 - 3-5 active discussion channels weekly
 - 60%+ monthly user retention
- **Reporting cadence**
 - Monthly summary of active users and participation
 - Semesterly feedback review and community health check
- **Notes**
 - Track engagement in virtual events, student Q&As, and mentoring
 - Use feedback to refine server structure and content

Email

- **Benchmarks**
 - Open rate of 35% or higher
 - Click-through rate of 5% or higher
 - Unsubscribe rate below 1%
- **Reporting cadence**
 - Review after each campaign
 - Quarterly performance trend analysis

- **Metrics**
 - Open rate
 - Click rate
 - Top links
 - Content optimizer

Blogging

- **Benchmarks**
 - 200+ pageviews per post on average
 - Average time on page: 2–3 minutes
 - Bounce rate below 65%
- **Reporting cadence**
 - Monthly tracking of views and referral traffic
 - Quarterly content audit and refresh plan
- **Metrics**
 - Traffic: views, visitors, content, referrers
 - Insights: posts
 - New followers
 - Shared content-content posting summary

Facebook

- **Benchmarks**
 - Engagement rate of 3% or higher
 - Total post reach = 2x page follower count monthly
 - 10+ shares per high-performing post
- **Reporting cadence**
 - Monthly review of Page Insights
 - Quarterly content type performance review
- **Metrics:** see screenshots in Appendix C
 - Interactions
 - Views
 - Audience

AUDIENCES

Understanding who you're trying to reach—what they care about, how they behave online, and what motivates them—ensures that your messaging is relevant, engaging, and aligned with both user needs and institutional goals.

Target audience(s)

Each audience has different interests, communication styles, and digital marketing habits—your content should reflect those nuances.

Here are some sample audiences and examples of how to tailor messaging to each:

Audience	Focus	Tone	Best Platforms
Prospective undergraduate students	Campus life, student stories, majors and career paths, why choose program?	Upbeat, visual, peer-led	Instagram, TikTok
Graduate students	Program outcomes, faculty expertise, industry alignment, ROI	Professional, informed, results-driven	LinkedIn, Instagram, blog
Current students	Events, internships, success stories, advising tips, academic support	Conversational, helpful, community-oriented	Instagram, Stories, Discord, blog
Parents and families	Program credibility, student safety, outcomes, affordability	Reassuring, informative, values-based	Facebook, website-linked content
Alumni	Career updates, mentorship opportunities, giving back, lifelong connection	Celebratory, proud, relational	LinkedIn, Facebook, blog
Faculty and staff	Department achievements, student engagement, collaborative opportunities	Collegial, professional, purpose-driven	LinkedIn, internal newsletters
Industry partners / recruiters	Talent pipeline, partnerships, success stories, faculty expertise	Professional, strategic, mutually beneficial	LinkedIn, email campaigns, blog

CHANNELS AND TACTICS

Choosing the right channels—and using them strategically—is essential to reaching and engaging your target audiences. This section outlines the social platforms and content tools available, along with tactical guidance for using each effectively.

Each platform has different strengths, audiences, and engagement styles. Rather than taking a one-size-fits-all approach, tailor your content and tone to match each platform's purpose and user expectations.

A strong multichannel approach doesn't mean duplicating the same content everywhere—it means optimizing messages for where your audience is and how they engage.

These key considerations were reviewed when selecting platforms:

- Audience fit
- Content type
- Visitor engagement style
- Longevity vs. immediacy of content

Channels

Instagram: A highly visual platform ideal for reaching Gen Z and Millennials through Reels, Stories, and photo carousels. Instagram excels at showcasing student life, campus energy, and day-in-the-life content. Use it to highlight events, share student wins, promote opportunities, and build an authentic, student-centered narrative.

Facebook: Still widely used by Gen X and parents, Facebook is best for distributing updates, sharing milestones, and building community among families and alumni. It's ideal for event reminders, celebrations, and long-form posts that reinforce institutional pride and connection.

LinkedIn: LinkedIn reaches professionals, alumni, and industry partners with a focus on networking, career development, and thought leadership. Use it to highlight student internships, alumni accomplishments, faculty research, and employer collaborations. It's also a valuable channel for reputation building and partnerships.

YouTube: YouTube is ideal for long-form, searchable video content that showcases programs, facilities, and student stories in more depth. Use it for virtual tours, interviews, tutorials, hospitality demos, and club highlights. Videos can be embedded or repurposed across other platforms.

Discord: A real-time communication platform that fosters community among current and prospective students. Create servers for peer mentoring, Q&A with student leaders, event hosting, or club coordination. Great for building belonging and informal connection early in the student journey.

Reddit: Reddit offers candid, peer-driven discussions and is a useful space for engaging with prospective students researching majors or schools. Use "Ask My Anything" (AMA) threads, answer questions in relevant subreddits, and listen to student sentiment to inform content strategy.

Substack: A platform for email-native, story-driven newsletters. Substack is perfect for serialized faculty insights, student features, program updates, and career tips. Content here can also be cross-posted to social channels or linked in email campaigns.

TikTok: Known for short, authentic, trend-based video content. TikTok is effective for showcasing behind-the-scenes moments, student voices, and fun glimpses into campus life. Content should feel personal, casual, and in tune with platform trends.

Email: Email remains a reliable way to deliver curated updates directly to students, families, and alumni. Use it for monthly newsletters, event promotions, important reminders, or content roundups that drive traffic back to social or web platforms.

Blogging: Ideal for long-form storytelling, thought leadership, and Search Engine Optimization (SEO). Blog content can deepen understanding of programs, recap events, or explore career trends—and it can be shared across social platforms with tracked links for reporting.

Digital media platforms: primary

Platform	Audience	Content Strengths	FCB/HRM Use Case
Instagram	Gen Z, Millennials, Gen X	Visual storytelling (posts), reels, stories	Student life, events, faculty highlights, celebrations, announcements, opportunities, career
LinkedIn	Professionals, alumni, industry partners	Career content, networking, thought pieces	Career wins, industry updates, faculty research, alumni groups, career opportunities
Discord	Gen Z	Real-time, community-driven interaction, great for building tight-knit peer and mentoring groups	Invite admitted or interested students to a “Future Lumberjacks” server to build early connections, allow current students or student leaders to answer questions and guide prospects, host virtual events, create spaces for clubs to interact, promote events, and share wins
Email	Students, families, alumni	Direct delivery of curated content	Newsletter, events, announcements
Blogging	All age groups	Long-form narrative, can link back to website (with reporting) for any platform	Newsletter, event recaps, platform topics

Digital media platforms: secondary

Platform	Audience	Content Strengths	FCB/HRM Use Case
Facebook	Gen X, parents	Updates	Family engagement, alumni
YouTube	All age groups	Long-form content (90+ seconds), high search visibility	Program tours, tutorials, interviews, hospitality showcases, alumni features, club stories
Reddit	Gen Z, Millennials	Peer recommendations and candid discussions, long-form Q&A and discussion-based content	“Ask a major/professor/alum” threads, provide helpful, non-promotional info to questions about business majors, careers, highlight student outcomes.
Substack	Millennials, Gen Z	High engagement for email-based, narrative-driven content, ideal for serialized storytelling and thought leadership	Monthly faculty insights newsletter, student voices series, share program updates, new course launches, and highlights of unique opportunities, career prep focus
TikTok*	All age groups	Short-form videos emphasizing authenticity and humor	Explainer videos from faculty or students, behind-the-scenes of business classes or case competitions, trend-based videos showing career paths.

CONTENT STRATEGY AND DEVELOPMENT

An effective digital and social media presence is more than just frequent posting—it's about delivering the right message, to the right audience, in the right voice, at the right time. A strong content plan should be strategic, brand-aligned, and focused on driving engagement, supporting institutional goals, and telling a cohesive story across platforms. This includes clear content themes, consistent voice and tone, platform-appropriate formats, and a balance of planned and flexible content.

- Use content pillars to ensure message consistency and variety.
- Understand and apply brand voice and tone to strengthen identity and trust.
- Plan with weekly content calendars to balance effort and impact.
- Build workflows and toolkits to support scalable content creation.
- Launch, monitor, and troubleshoot to ensure strategy stays on track.

Together, these tools will help teams across academic units create engaging, professional, and purposeful content—whether you're a full-time communicator or a student ambassador with a phone and a great idea.

What is a content strategy?

A **content strategy** is the foundation of any successful digital marketing plan. It's a documented approach that defines how your content will be created, shared, and evaluated to achieve specific goals. Rather than posting reactively or inconsistently, a content strategy ensures your efforts are purposeful, efficient, and aligned with your audience and brand.

A content strategy is especially important because it:

- Supports multiple stakeholders (prospective students, alumni, faculty, industry)
- Represents a wide range of programs and student experiences
- Helps ensure that content created by different people (e.g., staff, student workers, clubs) remains consistent, professional, and on-brand
- Bridges storytelling with measurable outcomes—like increasing engagement, showcasing value, and supporting enrollment

Content pillars

Content pillars are the strategic themes that shape and anchor storytelling. They help ensure variety, consistency, and alignment with the college brands—allowing content to speak with one voice while resonating with different audiences.

Instead of organizing content strictly by topics like events or academics, this approach centers on three foundational ideas that highlight the distinctive strengths of units and program and the real experiences of students—focusing on what matters most to students, families, alumni, and partners.

Below are examples of content pillars from each college with sample tactics for each.

COE pillar 3: Promoting the power of learning through practice

COE content should spotlight the deeply human, purpose-driven nature of education careers—showcasing how students aren't just preparing for jobs, but for lifelong impact. The focus is on experiential learning, mentorship, and the transformational role educators, counselors, and school leaders play in shaping society.

Content types:

- Classroom simulations, teaching practicums, and field placements
- Student and alumni spotlights (e.g., first year teaching stories, counseling wins, leadership impact)
- Faculty research and community partnerships in education
- Program overviews and certification support
- Tips and encouragement for navigating student teaching, licensure, or graduate school
- Celebrations of impact—graduations, awards, and “where are they now” profiles

Audience fit: Prospective students, graduate students, alumni and education partners

FCB pillar 2: Valuing Education by Its Worth

Emphasize the tangible value of an FCB education—especially for first-generation and cost-conscious students. This pillar is about outcomes: how students are gaining job-ready skills, connecting with employers, and building meaningful lives through affordable, applied education.

Content types:

- Internship features and alumni career paths
- Employer partnerships and campus visits
- Academic support and job prep resources
- Financial literacy, scholarships, and access stories
- Faculty expertise that drives relevance and readiness

Audience fit: Prospective and current students, parents, partners

CHHS pillar 1: Developing more inclusive education for more representative healthcare

CHHS empowers students from diverse backgrounds to become change-makers in health and human services. Through culturally responsive training and immersive experiences, students explore health disparities, equity in care, and the systemic challenges impacting access and outcomes. Content should emphasize how CHHS prepares students not only to serve—but to lead—with compassion, representation, and a deep understanding of community needs.

Content types:

- Student spotlights from underrepresented or first-gen backgrounds
- Field experiences in underserved communities (e.g., clinical placements, rural rotations)
- Faculty insights on health equity, cultural humility, and representation in care
- Alumni stories driving public health or behavioral health change
- Cross-disciplinary collaboration in real-world settings (e.g., physical therapy + theatre)
- Visual storytelling showing service in action—students working with real people, not simulations

Audience fit: prospective undergraduate and graduate students, healthcare partners and practitioners

HRM pillar 1: Hospitality Defies Boundaries

Hospitality is more than an industry—it's a mindset. This pillar elevates the expansive career possibilities that HRM students can pursue by mastering emotional intelligence, service leadership, and proactive problem-solving.

Content types:

- Alumni spotlights in diverse fields (e.g., corporate, nonprofit, entrepreneurship)
- Day-in-the-life content showing nontraditional hospitality roles
- Faculty insight on hospitality's relevance across sectors
- Industry partner features showcasing career mobility

Audience fit: Prospective students, alumni, parents

CEFNS pillar 1: Creating a culture of method and curiosity

Science isn't confined to the lab but comes alive in the field. From alpine peaks to desert valleys, the diversity of our environment inspires a hands-on, curiosity-driven approach to STEM. We celebrate immersive learning, scientific discovery, and the connection between place, people, and planetary impact.

Content types:

- Fieldwork highlights and "day in the life" research reels
- Faculty-student collaboration on timely scientific questions (e.g., climate, water, health)
- Spotlights on quirky "ologies" (e.g., dendrology, limnology, entomology)
- Visual storytelling from living labs, research stations, and partner sites
- Stories of community engagement and place-based science
- Interactive explainers on scientific methods, ecosystems, or data trends

Audience fit: Prospective and current students, industry partners

CAL pillar 3: Fueling the link between passion and profession

CAL helps students turn curiosity and creativity into careers. From storytelling and performance to language, culture, and critical thinking, students gain the tools to express themselves and thrive professionally. A CAL degree isn't just about passion—it's about preparing students to make an impact across industries that value communication, creativity, and perspective.

Content types:

- Student project features: art, writing, digital media, or performance reels
- Alumni spotlights on careers in media, education, design, communications, or public service
- Behind-the-scenes content from theatre productions, galleries, or language immersion trips
- Faculty features: research in the humanities, cultural studies, or public scholarship
- "Where can this degree take you?" career-path explainers and Q&A stories
- Creative challenges, student showcases, or peer-to-peer study hacks

Audience fit: prospective and current students, alumni, industry

CON pillar 2: Preparing nurses through a dynamic, immersive learning environment

Nursing at NAU blends clinical skill with compassion, preparing students to meet complex healthcare needs with confidence and empathy. Through mentorship, hands-on training, and real-world experiences, students gain the professionalism—and the human touch—that define truly impactful care.

Content types:

- Clinical simulation spotlights and day-in-the-life features
- Faculty mentorship stories and Q&As
- Student and alumni profiles highlighting impact in the field
- Cohort bonding moments, pinning ceremonies, and graduation features
- Real-world service experiences in community health

Audience fit: prospective undergraduate and transfer students, current pre-nursing and clinical cohort student, parents

SBS pillar 2: Creating a culture founded on advancing justice and equity

In SBS, education is deeply connected to community, justice, and inclusion. Our programs equip students with the cultural awareness, research skills, and real-world experience needed to create meaningful change—locally and globally.

Content types:

- Student and faculty research addressing social issues
- Community-engaged learning and service highlights
- Alumni working in advocacy, counseling, law, public service, etc.
- Cultural events, speaker series, and experiential projects
- Internship spotlights and career development resources

Audience fit: prospective and current students, alumni, community partners

SCE pillar 3: Preparing for the next technical revolution, starting right next door

SCE delivers an immersive, hands-on education grounded in industry needs and local impact. Through mentorship, real-world projects, and professional partnerships, students are equipped not just to join the workforce—but to lead the next wave of technical innovation.

Content types:

- Capstone and applied project showcases
- Industry partnerships, employer visits, and internship highlights
- Alumni success in tech, manufacturing, energy, and more
- Student research, clubs, and competition teams
- Faculty spotlights focused on real-world problem-solving

Audience fit: prospective students, alumni, industry partners

VOICE, TONE AND BRAND IDENTITY

Every piece of content shared on behalf of a college or academic unit contributes to how audiences perceive its personality, values, and purpose. Voice is the consistent expression of that personality across communications. Tone adjusts that voice based on context, audience, and platform. Together with brand identity—the visual and verbal elements that distinguish a unit or program—they form the foundation of clear, cohesive, and authentic storytelling. Adhering to defined voice, tone, and brand guidelines ensures consistency, builds trust, and helps audiences immediately recognize and connect with the content—whether it’s an Instagram Story, a LinkedIn post, or a student newsletter.

Voice and tone sample phrases by college

College	Voice Spectrum	Sample Phrases	Tone Notes	Best Platforms
The W. A. Franke College of Business (FCB)	Bold & Future-Focused → Warm & Inclusive	<p>“From classroom to boardroom—you’ll be ready.”</p> <p>“Business isn’t just numbers. It’s innovation, connection, and opportunity.”</p>	Confident and direct, with a student-success lens that emphasizes real-world readiness.	LinkedIn, Instagram, Email
School of Hotel and Restaurant Management (HRM)	Warm & Welcoming → Polished & Professional	<p>“Lead with service. Graduate with options.”</p> <p>“Hospitality is more than a career—it’s a calling to create exceptional experiences.”</p>	Service-forward and emotionally intelligent, mixing hospitality values with business savvy.	Instagram, YouTube, LinkedIn
College of Education (COE)	Personal & Warm → Dedicated & Inspiring	<p>“You’re not just preparing for a job—you’re becoming someone’s difference-maker.”</p> <p>“Lead the change you want to see—in schools, in minds, in lives.”</p>	Uplifting and deeply empathetic; speaks to personal purpose and systemic impact.	Instagram, Facebook, Email newsletters

College of Health and Human Services (CHHS)	Supportive & Warm → Serious & Impactful	<p>“Care doesn’t start in the clinic—it starts in the classroom.”</p> <p>“Your future patients—and communities—are waiting for what only you can bring.”</p>	Purposeful and grounded in humanity and equity; emotionally resonant.	LinkedIn, Instagram, YouTube
College of Environment, Forestry and Natural Sciences (CEFNS)	Quirky & Conversational → Sophisticated & Significant	<p>“From the canyon rim to the microscope—this is where curiosity becomes action.”</p> <p>“The world’s ecosystems don’t work in silos. Neither do we.”</p>	Encourages exploration; intellectually curious with an accessible tone.	Instagram, YouTube, Discord
College of Arts and Letters (CAL)	Aspirational & Conversational → Empowering & Impactful	<p>“Your passion has a place here—and it’s just the beginning.”</p> <p>“Turn creativity into influence. Critical thinking into leadership.”</p>	Emphasizes value of the arts and humanities in shaping careers and culture.	Instagram, Blogs, LinkedIn
College of Nursing (CON)	Powerful & Professional → Compassionate & Collaborative	<p>“Because behind every procedure is a person. And behind every nurse is a purpose.”</p> <p>“Lead with knowledge. Serve with heart.”</p>	Bold yet warm; instills confidence while honoring empathy and service.	Facebook, Instagram, LinkedIn
College of Social and Behavioral Sciences (SBS)	Human & Aspirational → Empowered & Steadfast	<p>“What if solving social problems started in the classroom?”</p> <p>“Study society to change society—from local impact to global justice.”</p>	Strong sense of mission and momentum; encourages purpose-driven growth.	Instagram, LinkedIn, Email

The Steve Sanghi College of Engineering (SCE)	Bold & Tenacious → Curious & Innovative	“Here, you won’t just build the future. You’ll engineer it.” “From Capstone to career—you’re solving real problems for real people.”	Action-oriented and confident; rooted in both rigor and relevance.	LinkedIn, Instagram, YouTube
-----------------------------------------------	--------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------	------------------------------

Maintaining brand alignment ---

- Use approved logos, colors, and typefaces. (See college brand playbooks.)
- Apply accessible formatting (contrast, captions, alt text)
- Avoid unofficial acronyms or unbranded taglines

CONTENT PLANNING

An effective content strategy is only as strong as the systems that support it. Having clear workflows, shared tools, and streamlined communication channels ensures your team can plan ahead, stay organized, and consistently produce high-quality content—even with limited time or staff.

Content planning tools

Planning tools map out content across platforms and campaigns and help balance topics, track what's scheduled, and avoid gaps or overloads.

- **Editorial calendar:** Centralized schedule showing platform, postdate, content theme, asset needs, and owner.
- **Monthly theme or campaign tracker:** Align content with larger initiatives like recruitment cycles, themed weeks, or national recognition days.
- **Color-coded systems:** Use colors to tag content pillars, audience segments, or platforms for quick visual reference.

Asset management

Efficient asset organization ensures teams can quickly find, repurpose, and share content across platforms. A consistent system supports collaboration, reduces duplication, and improves content longevity.

- **Shared asset library:** Organize photos, video clips, headshots, quotes, and design files by topic or content pillar.
- **Hashtags:** Maintain a list of pre-approved hashtags, sample captions, tone/voice reminders, and calls to action for easier writing.
- **Naming conventions and folder structures:** Use clear, consistent naming conventions to make files easy to search, sort, and reuse. A good convention includes the year, content type, subject, and creator initials or department if needed.
Example: 2025_StudentSpotlight_JordanNguyen or 2025_EventPreview_CareerFair_FCB
- **Content templates:** Create reusable post formats (e.g., student spotlight Q&A, event promo) to speed up creation and maintain consistency.

Story sourcing and collaboration

Establish a process to help surface content ideas from across the college.

- **Submission form:** Allow faculty, staff, and students to share story leads, event highlights, or media for potential social use.
- **Content intake process:** Set guidelines for what information you need (e.g., names, program, photo permission, quote) to turn raw submissions into polished posts.
- **Standing check-ins and pitches:** Meeting with (XXX) to surface upcoming opportunities, brainstorm ideas, or review recent performance.

Publishing and scheduling

Automation helps maintain consistency and frees up time for engagement and monitoring.

- **Utilize scheduling tools:** plan and preview posts across platforms, assign approval workflows, and track post history.
- **Weekly calendar:** use the weekly calendar as a flexible planning tool—not a rigid schedule. It ensures a variety of content types, themes, and formats across channels, while remaining responsive to real-time events and opportunities.

Tips for calendar development

- Anchor recurring formats (e.g., “Takeover Wednesday,” “Faculty Friday”)
- Use content pillars to guide topic selection.
- Rotate audiences (prospective students, current students, alumni, etc.) for broader reach.
- Plan around academic and recruiting cycles, including application deadlines, orientation, and graduation.

Sample weekly calendar

Day	Instagram	LinkedIn	Discord	Email	Blogging
Mon	Faculty quote, quick reel, or start-the-week poll	Alumni spotlight or faculty insight	Motivational message or tip of the week in student channel	N/A	N/A
Tue	Behind-the-scenes from a club or event	Faculty research share or partnership highlight	Event reminders and RSVP links	Event invitation or teaser	“What to Expect This Month” preview post
Wed	Student takeover or midweek win	Career advice post or internship update	Real-time Q&A or resource share	N/A	“Voices of (Unit)” student or alumni story
Thu	Fun fact, flashback, or class teaser	Industry trend or employer feature	Poll or feedback request	Monthly newsletter	Thought leadership article (faculty/industry piece)
Fri	Celebration reel, recap carousel, or shoutout	New job placements, end-of-week roundup	Weekend events list or club highlights	Event recap or weekend preview	Recap post or spotlight
Weekend	Casual story, student life post, or repost	N/A	Community wins or discussion starter	N/A	Optional: faculty blog feature or cultural spotlight

Platform and format strategy

Platform	Primary formats	Strategy notes
Instagram	Reels, carousels, stories, highlights, grid posts	Use visual storytelling for student life, events, behind-the-scenes moments, and celebrations. Prioritize consistency and vibrant imagery.
LinkedIn	Posts, articles, infographics, polls, document uploads	Share faculty thought leadership, alumni wins, industry partnerships, and career content. Keep tone professional but human.
Discord	Channels, threads, events, polls, pinned resources	Use for real-time engagement with students. Set up topic channels (e.g., events, advising tips, wins). Assign moderators. Encourage casual interaction.
Email	Monthly newsletters, targeted updates, spotlights, invitations	Curate highlights across content pillars. Segment by audience (prospects, alumni, current students). Include clear CTAs.
Blogging	Stories, series, profiles, explainers, event recaps	Extend content lifespan and support SEO. Blog content can be repurposed for social, email, and newsletters. Great for depth and thought leadership.

Engagement best practices

- Tag students, alumni, and industry partners in relevant posts.
- Reshare tagged content from students or alumni.
- Feature user-generated content (UGC) with permission.
- Ask questions and use polls to drive interaction.
- Use countdowns and reminders for events and deadlines.
- Repost high-performing content in other formats (e.g., TikTok → Reel.)
- Invite comments or questions (“What do you want to know about SBS?”.)
- Highlight comments or questions from past posts.
- Respond to DMs and comments quickly, especially for events or recruiting periods.

LAUNCH, MONITORING, OPTIMIZATION, AND TROUBLESHOOTING

Successfully executing a digital marketing strategy requires more than creating great content—it also depends on launching smoothly, monitoring performance consistently, and responding quickly to challenges as they arise. This section outlines what to do before, during, and after launch to ensure the strategy stays on track and evolves based on data and feedback.

Launch

A strong launch sets the tone for strategy and helps generate early engagement. Whether you're launching a new channel, relaunching an inactive one, or starting a specific campaign, follow these steps:

Final pre-launch checklist

- Confirm account branding (bio, logos, profile images, platform links.)
- Schedule 1–2 weeks of content using a scheduler or native platform tools.
- Double-check post formatting across platforms (image sizes, captions, hashtags, links.)
- Prepare evergreen posts in advance to avoid gaps if time gets tight.

Coordinate promotion across channels

- Cross-promote launch on other platforms (e.g., “We’re now on LinkedIn!”).
- Add social links to your website, newsletters, and email signatures.
- Ask student clubs, ambassadors, or partners to repost or tag your new content.

Launch with purpose

- Kick off with a welcome or “meet the team” post.
- Tease upcoming series (e.g., “Student Takeovers start next week!”)
- Use engaging formats—Reels, Stories, or carousel posts—to maximize visibility.

Monitoring

Ongoing monitoring ensures that your strategy is performing as expected and helps identify areas for adjustment or improvement.

Monitor Key Performance Indicators (KPIs)

- Reach and impressions
- Engagement rate (likes, comments, shares, saves)
- Follower growth
- Video views and watch time
- Link clicks or landing page traffic

Moderate and engage

- Respond to comments and DMs within 24–48 hours.
- Acknowledge tagged content from students or clubs.
- Remove or report any inappropriate content or spam.

Report

- Create a short summary of performance by platform and content pillar.
- Identify top-performing content and audience insights.
- Recommend next steps (e.g., increase video use, shift tone, post more on Tuesdays.)
- Share highlights with leadership or collaborators to demonstrate value.

Optimization

Social media is iterative—refining your content, timing, and messaging over time improves effectiveness.

Refresh the content bank quarterly

- Audit unused or outdated content.
- Update visuals, rework captions, or adjust format for underperforming posts.
- Schedule re-shares of evergreen wins (e.g., alumni quotes, internship stories.)

Conduct debriefs for major campaigns

- Evaluate what worked, what didn't, and why.
- Review metrics against KPIs and initial goals.
- Collect feedback from team members or audience if possible (e.g., through polls or comment prompts.)
- Document takeaways for use in future campaigns.

Adjust based on data

- Reallocate effort to platforms or content types that drive the most engagement.
- Test variables (time of day, caption length, hashtags, CTA wording) to optimize results.
- Use A/B testing when possible (e.g., Story sticker format A vs. format B.)

Troubleshooting

Even with the best planning, issues will arise. Build confidence by knowing how to respond quickly and appropriately.

Low engagement

- Double-check post timing and format (e.g., is it mobile-optimized? Was it posted at a low-traffic time?)
- Ask a question or use interactive features to boost participation (polls, quizzes, sliders.)
- Cross-promote the post on other platforms or stories.

Technical issues

- Check account permissions or connections (especially for Meta tools or Instagram/FB cross-posting.)
- Clear cache, update apps, or use desktop versions if mobile tools glitch.
- Document errors and escalate to marketing or IT support if needed.

Off-brand or unapproved posts

- Unpublish or archive the post as soon as the issue is identified.
- Notify your sponsor or comms lead and document what happened..
- Use the situation as a chance to reinforce brand standards and approval processes

Negative comments or feedback

- Respond professionally, kindly, and publicly—unless the issue is sensitive (then move to DMs.)
- Acknowledge concerns but don't debate publicly.
- Use consistent messaging approved by communications leadership.

Pro Tip: Build a flexible review rhythm - weekly analytics check-ins, monthly reporting, and quarterly content reviews strike a balance between agility and sustainability.

ANALYTICS AND REPORTING

Tracking performance isn't just about numbers—it's about understanding what's working, what your audience values, and how to continuously improve your digital marketing strategy. Analytics and reporting help you demonstrate impact, justify resources, and make smart, data-informed decisions.

This section outlines what to measure, how often to report, and how to translate metrics into strategy.

Why analytics matter

- **Evaluate performance** against goals and KPIs.
- **Identify trends** in audience behavior and content engagement.
- **Optimize future content** by learning what resonates.
- **Communicate results** to leadership and stakeholders.
- **Support accountability** for internal teams and student contributors.

What to track: core metrics by platform

Metric	What it says	Platforms
Views	How many people saw your content	All platforms
Interactions	% of users who interacted with a post (likes, comments, shares)	All platforms
Followers	How your audience size is changing over time	All platforms
Click-throughs/link taps	Whether users took action on CTAs	Instagram, LinkedIn, Email
Video views and Completion rate	Whether your video content is capturing attention	Instagram
Shares/saves	Indicates value and relevance of content	Instagram, LinkedIn
DMs/comments	Measures conversation and sentiment	Instagram, Discord, Blog
Profile visits	Measures interest in your account overall	Instagram, LinkedIn
Email open rate	Indicates audience interest and benchmarks email performance	Email marketing

Reporting cadence

Weekly

- Quick performance check: reach, top 3 posts, engagement trends
- Spot-check for anomalies (unexpected dips or spikes)
- Make any minor scheduling or topic adjustments

Monthly

- Full metrics summary by platform and content pillar
- Insights on what worked (or didn't) and why
- Recommendations for timing, format, tone, and theme
- Share a short visual or written summary with internal stakeholders

Quarterly

- Compare trends over time (e.g., growth rates, best-performing post types.)
- Evaluate success of specific campaigns or series.
- Use results to inform calendar planning and budget/resource allocation.

How to report

Keep reports **clear, visual, and actionable**. Tailor the format to your audience—brief summaries with key takeaways for leadership, more detailed spreadsheets or dashboards for internal teams.

Suggested formats

- **Slide deck** (for leadership or all-staff meetings)
- **One-pager PDF or Google Doc** (for monthly highlights)
- **Live dashboard** in Google Looker Studio, Sprout, or Airtable (for teams managing daily content)
- **Spreadsheet Tracker** with color-coded trends and notes

Reporting tips

- Use screenshots of top-performing posts to illustrate success.
- Include 1-2 quotes or examples from audience comments or DMs.
- Include “Next Steps” in every report to create a feedback loop.
- Tie results back to broader goals—student engagement, program visibility, career outcomes.

Using data to improve

- **Refine your timing:** Post when engagement is consistently highest.
- **Double down on successful formats** (e.g., if Reels outperform static posts.)
- **Retire what's not working** or revise approach (e.g., drop a low-performing series.)
- **Adjust voice or tone** if engagement or sentiment signals a disconnect.
- **Share your wins:** Celebrate growth, viral posts, or student-generated successes.

Pro Tip: Don't track everything, track what matters: focus on the 3-5 metrics most aligned with your current goals and expand your view as your strategy evolves.

DIGITAL MARKETING APPENDICES

Appendix A: Glossary of marketing terms

A/B testing: Comparing two versions of a post or ad to determine which performs better.

Accessibility (alt text): Descriptive text added to images to support screen readers and improve content accessibility.

Analytics: Data collected from platforms to evaluate performance, including engagement, reach, and conversions.

Asset library: A shared collection of pre-approved photos, videos, logos, and graphics for content creation.

Audience persona: A fictional profile that represents a segment of your audience based on demographics, behaviors, and goals.

Boosted post: A paid promotion used to increase the reach of an existing organic post.

Bounce rate: The percentage of users who visit a page and leave without taking further action.

Brand identity: The visual and verbal elements (voice, logo, colors, typography) that reflect an organization's personality and values.

Call to action (CTA): A prompt that encourages users to take a specific next step (e.g., "Apply now," "Learn more").

Campaign: A coordinated set of digital marketing activities tied to a specific event, timeframe, or goal.

Carousel post: A series of images or videos in a single Instagram post that users can swipe through.

Click-through rate (CTR): The percentage of users who clicked a link compared to those who viewed the post or ad.

Comment moderation: The practice of monitoring and managing user comments to ensure brand alignment and civility.

Content calendar: A planning tool used to organize and schedule posts by date, platform, or theme.

Content pillars: The recurring topics or themes used to guide digital marketing content (e.g., Student Experience, Career Readiness).

Content strategy: A structured plan for what content to publish, why it matters, and how it supports goals.

Conversion: A desired action taken by the user (e.g., form submission, event registration, application).

Creative brief: A document outlining the objectives, audience, tone, and deliverables for a marketing campaign or post.

DM (Direct Message): A private message sent between users on social media platforms.

Engagement: Any interaction with a post, such as likes, comments, shares, saves, or clicks.

Engagement per follower: A metric comparing total engagement to follower count to assess audience activity.

Engagement rate: The percentage of people who interacted with your post out of the total who saw it.

Evergreen content: Content that remains relevant over time and can be reused or recycled.

Follower growth: The increase in the number of followers over a set time period.

Hashtag: A word or phrase preceded by "#" used to categorize and increase the discoverability of content.

Impressions: The total number of times a post was displayed, regardless of whether it was clicked or engaged with.

Impressions share: In paid media, the proportion of times an ad was shown out of total possible views.

Influencer: A social media user with influence over a specific audience, often used in promotional partnerships.

KPI (Key Performance Indicator): A quantifiable metric used to measure progress toward a specific goal.

Link in bio: A phrase directing users to a single link in a profile that leads to a menu of destinations or resources.

Live streaming: Broadcasting video content in real time through social platforms like Instagram Live or YouTube Live.

Lookalike audience: A paid media targeting option that reaches new users similar to an existing audience group.

Mentions (@): Tagging another user or account in a post or comment to notify or link to them.

Native content: Content designed specifically for the platform it appears on, respecting its tone, style, and format.

Organic reach: The number of unique users who see content without paid promotion.

Platform strategy: A customized approach for using each social platform based on its unique audience and strengths.

Post-mortem: A post-campaign review process that evaluates outcomes, lessons learned, and recommendations.

Profile visits: The number of users who visit a profile after seeing a post or searching for the account.

Reach: The number of unique users who saw your post or story.

Reel: A short-form vertical video format on Instagram and Facebook, designed for quick and engaging storytelling.

Scheduler: A tool that allows you to plan and automatically publish posts at set times (e.g., Meta Business Suite, Later).

Shares: When users distribute your content to their own followers or feed.

Social listening: The practice of tracking online conversations to better understand audience sentiment and emerging trends.

Sponsored content: Social media posts that are promoted using paid media budgets.

Story: Short, temporary content (24 hours) that appears at the top of feeds on platforms like Instagram and Facebook.

Tagging: Identifying a person or account in a post, photo, or comment to associate them with the content.

Template: A reusable layout or design used for consistency and efficiency in social posts or reports.

Throwback post: Content that revisits a past moment or achievement, often labeled with hashtags like #TBT (Throwback Thursday).

Tone: The emotional or stylistic feel of a message (e.g., warm, professional, celebratory).

Trend: A popular topic, hashtag, or content format currently gaining traction on a platform.

UGC (User-Generated Content): Content created by users (students, alumni, etc.) that is shared or repurposed by a brand.

Video completion rate: The percentage of viewers who watched a video from beginning to end.

Voice: The consistent personality, language, and style of your communication across platforms.

Appendix B: NAU marketing best practices

PHASE 1: Strategy alignment and planning

Define objectives and KPIs

- Review strategic goals: Awareness, engagement, conversion, reputation.
- Align with audience segments and platform purpose.
- Determine 3-5 key performance indicators (e.g., engagement rate, follower growth, inquiry clicks.)

Confirm team and roles

- Assign owners for content, posting, approvals, and analytics.
- Loop in student workers or ambassadors for takeover and creative content.

Select active platforms

- Based on target audiences and available capacity, confirm core channels (e.g., Instagram, LinkedIn, YouTube.)
- Identify secondary channels for testing or pilot projects (e.g., Discord, TikTok.)

Build editorial calendar template

- Create a shared, editable calendar (Google Sheet, Trello, Airtable.)
- Set up recurring themes per platform (e.g., Takeover Tuesdays, Faculty Fridays.)

PHASE 2: Platform setup and configuration

Platform	Setup steps
Instagram	Convert to or confirm Business Account > Connect to Meta Business Suite > Add profile image, bio, and link-in-bio tool > Sync with Facebook Page
Facebook	Ensure official Page exists > Add profile image, cover, and About section > Assign admins > Connect to Instagram via Meta
LinkedIn	Create or update School Page > Add branding, mission, and hashtags > Enable alumni tab and featured groups
YouTube	Set up branded channel > Add channel banner, icon, and "About" section > Organize playlists by content pillar
Discord	Create server > Set up roles (e.g., student, ambassador, moderator) > Create channels for FAQ, clubs, events > Set welcome and rules
Reddit	Identify relevant subreddits > Create account with neutral, branded username > Draft introductory post and resources
Substack	Set up publication branding > Write "About" page > Create signup form and link to website/social

Platform	Setup steps
TikTok	Create or convert business account > Add profile info > Connect to Instagram/YouTube > Test format with 1–2 intro posts
Email (Mailchimp or equivalent)	Design branded email template > Set up contact groups (students, alumni, etc.) > Create automated welcome series
Blogging (via NAU site)	Establish category structure > Draft author bios > Confirm SEO best practices are followed

PHASE 3: Initial content development

Develop content bank (first 4–6 weeks)

- Create 2-3 posts per content pillar (Student Experience, Career Readiness, etc.)
- Ensure a mix of formats: Reels, photos, Stories, carousels, blog-style captions.
- Draft social copy + prep visuals for each platform format.

Finalize templates

- Create reusable templates for quotes, events, student spotlights.
- Develop caption skeletons with tone/CTA variations.
- Create highlight cover icons for Instagram Stories.

Curate visual assets

- Collect high-quality images and B-roll from events, faculty, and archives.
- Organize folders by content type or content pillar.
- Tag student names/programs for easy reuse with permission.

Secure approvals

- Route initial batch of posts through brand or communications lead.
- Confirm all brand elements (tone, accessibility, visuals) meet standards.

PHASE 4: Launch and scheduling

Schedule first month of content

- Use platform-native tools or a scheduler (Meta, Later, Hootsuite.)
- Apply hashtags, links and account tags; verify image/caption formatting for each platform.

Promote account launch or relaunch

- Cross-promote on email, website, and other platforms.
- Announce takeovers, series, or newsletter opt-ins (if applicable.)

Begin engagement practices

- Assign someone to monitor comments, DMs, and mentions daily.
- Like, comment on, or share posts from tagged students or partners.

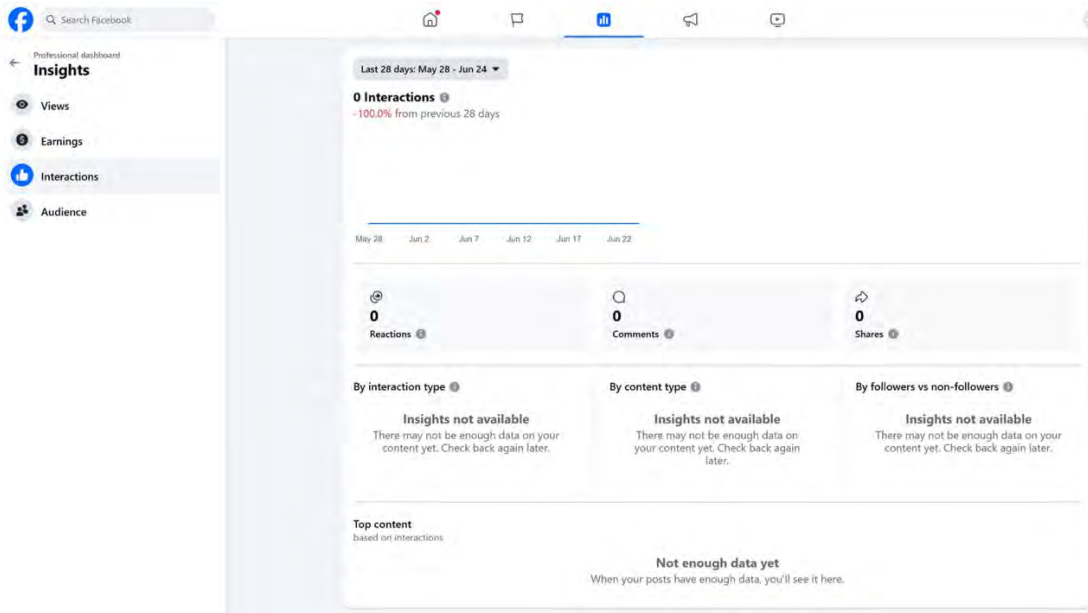
BONUS: optional enhancements

- **Launch a hashtag strategy** (e.g., #SBS #CALPowered, #NAUBusiness.)
- **Establish a quarterly content campaign** (e.g., "Meet the Interns," "5 Questions with Faculty.")
- **Invite student ambassadors** to generate video or photo content regularly.
- Build a library of FAQs or evergreen posts to reuse seasonally.

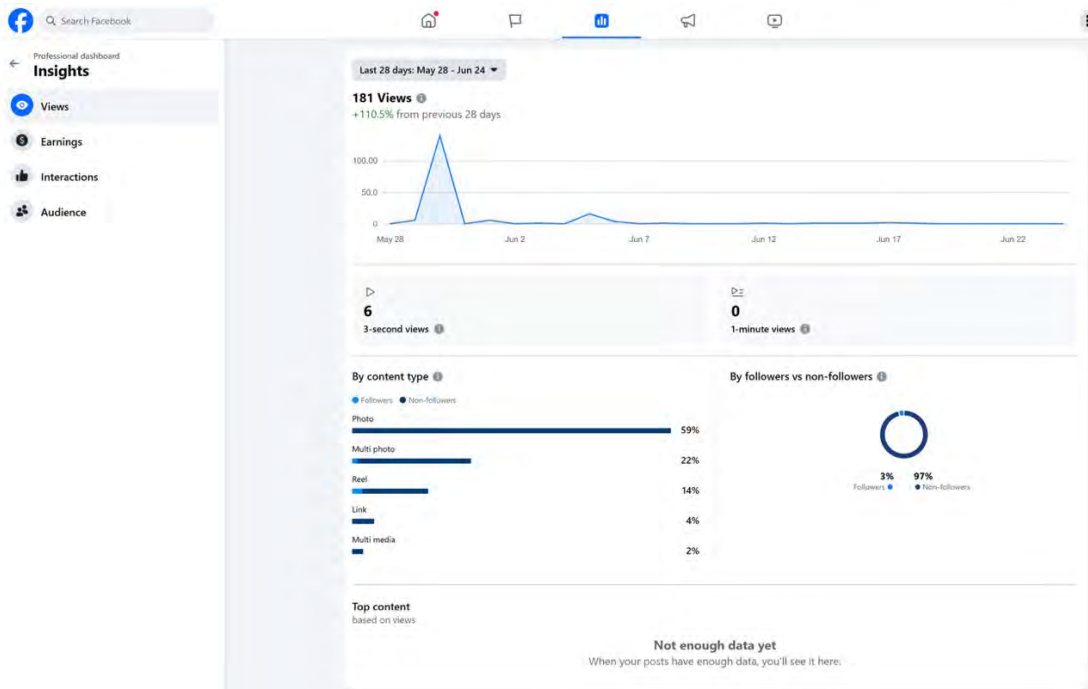
Appendix C: Sample Analytics Dashboards

Facebook analytics

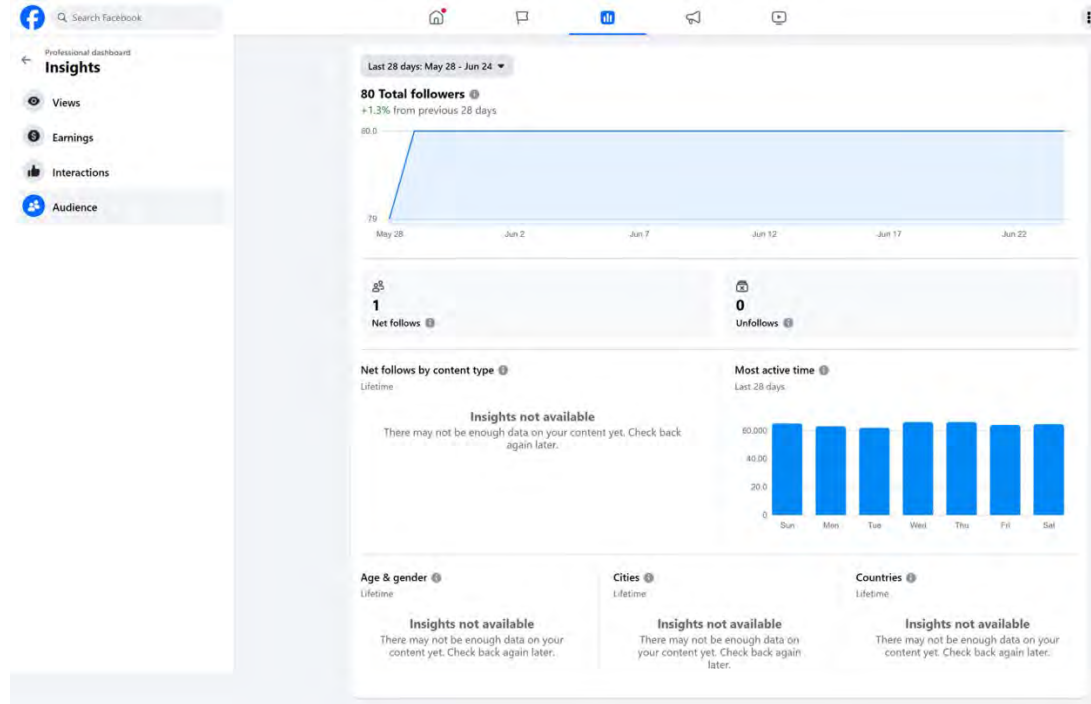
Interactions



Views

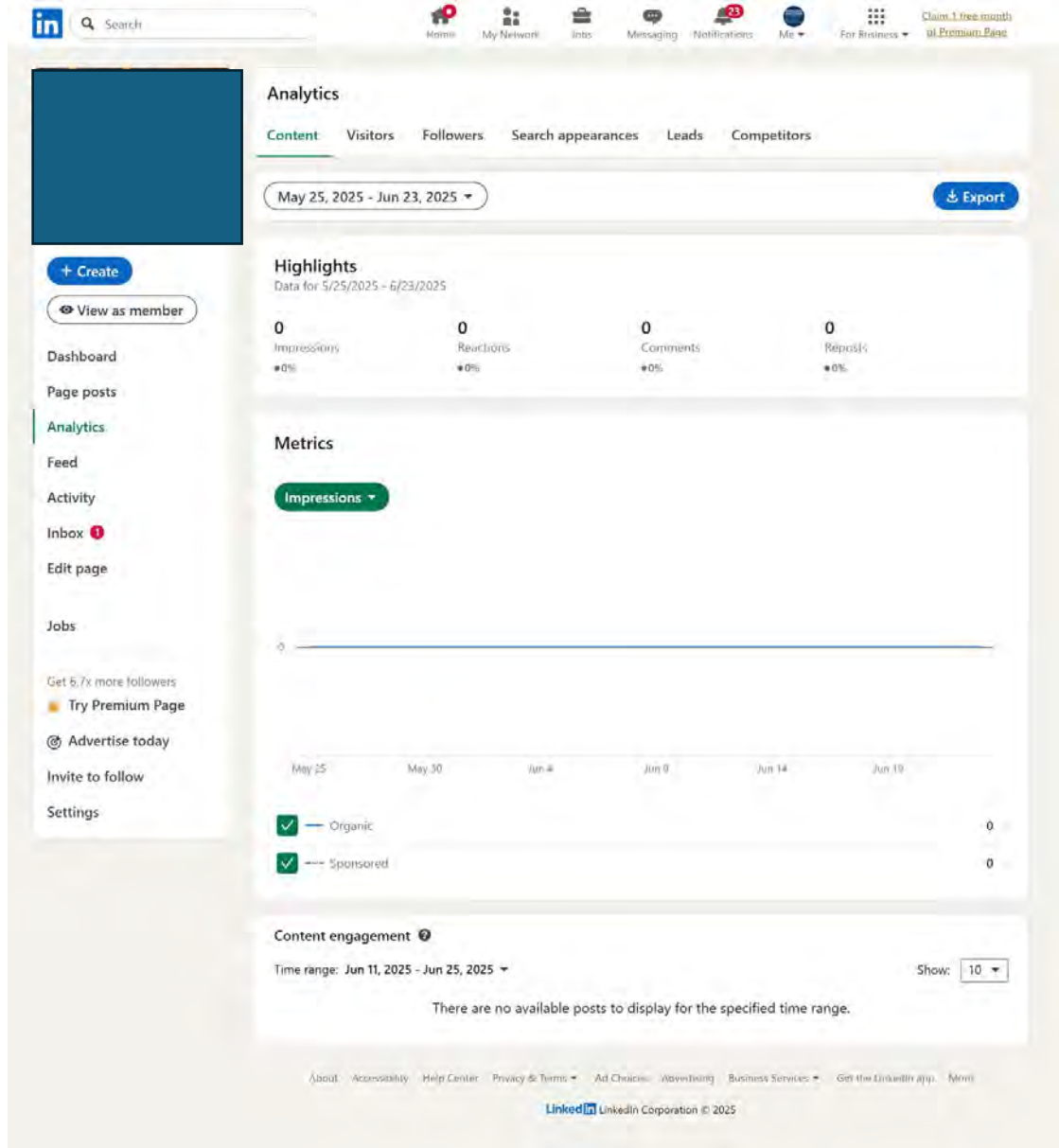


Audience



LinkedIn analytics

Content



The screenshot displays the LinkedIn Analytics interface for a page's content. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications (with a 23 badge), Me, For Business, and a link to Claim 1 free month of Premium Page. The left sidebar contains navigation options: + Create, View as member, Dashboard, Page posts, Analytics (selected), Feed, Activity, Inbox (with 1 badge), Edit page, Jobs, Get 5.7x more followers, Try Premium Page, Advertise today, Invite to follow, and Settings.

The main content area is titled "Analytics" and has tabs for Content, Visitors, Followers, Search appearances, Leads, and Competitors. The "Content" tab is active, showing a date range of "May 25, 2025 - Jun 23, 2025" and an "Export" button.

The "Highlights" section shows data for the period 5/25/2025 - 6/23/2025 with the following metrics:

Metric	Value	Change
Impressions	0	▲ 0%
Reactions	0	▲ 0%
Comments	0	▲ 0%
Reposts	0	▲ 0%

The "Metrics" section features a dropdown menu set to "Impressions" and a line chart showing zero data points across the time range. Below the chart, a table summarizes the data by source:

Source	Value
Organic	0
Sponsored	0

The "Content engagement" section shows a time range of "Jun 11, 2025 - Jun 25, 2025" and a "Show: 10" dropdown. A message states: "There are no available posts to display for the specified time range."

At the bottom, there are links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, and Get the LinkedIn app. The footer includes the LinkedIn logo and "LinkedIn Corporation © 2025".

Visitors

Home My Network Jobs Messaging Notifications Me For Business [Claim 1 free month of Premium Page](#)

Search

Analytics

Content **Visitors** Followers Search appearances Leads Competitors

May 25, 2025 - Jun 23, 2025 [Export](#)

Visitor highlights

9 Page views ▲ 800% 3 Unique visitors ▲ 200% 0 Custom button clicks

Get noticed
Pages that post at least once a week see 5x more followers.
[Start a post](#)

Visitor metrics

Page views All pages All visitors All filters

Date	Page views	Unique visitors	Custom button clicks
May 25	9	3	0
Jun 9	1	1	0
Jun 19	1	1	0

Legend: Desktop (9) Mobile (0)

Premium

Who's visited your Page
Understand your potential prospects with 1 new Page visitor per day

- Recruiter at Drury Hotels
- Corporate Trainer at Chipotle Mexican Grill

[Show more visitors with Premium](#)

Grow your followers
Build your audience by inviting relevant connections to follow your Page [Invite connections](#)

About Accessibility Help Center Privacy & Terms Ad Choices Advertising Business Services Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2025

Followers

Analytics

Content | Visitors | **Followers** | Search appearances | Leads | Competitors

May 25, 2025 - Jun 23, 2025 Export

Follower highlights

152 Total Followers 1 New followers in the last 30 days

Grow your audience
Pages that post at least once a week see 5x more followers.
[Start a post](#)

Follower metrics

Line graph showing follower growth over time from May 25 to Jun 23. The graph shows a significant spike in followers around May 28.

Legend: Sponsored (0) Organic (1)

Follower demographics

Location: Greater Phoenix Area (46 (30.8%))

- Greater Phoenix Area: 46 (30.8%)
- Greater Flagstaff Area: 23 (15.1%)
- Denver Metropolitan Area: 7 (4.6%)
- Los Angeles Metropolitan Area: 6 (3.9%)
- Greater Tucson Area: 5 (3.3%)
- Greater Seattle Area: 4 (2.6%)
- Salt Lake City Metropolitan Area: 4 (2.6%)
- New York City Metropolitan Area: 4 (2.6%)
- Greater Chicago Area: 1 (0.6%)
- Austin, Texas Metropolitan Area: 1 (0.6%)

[Show all](#)

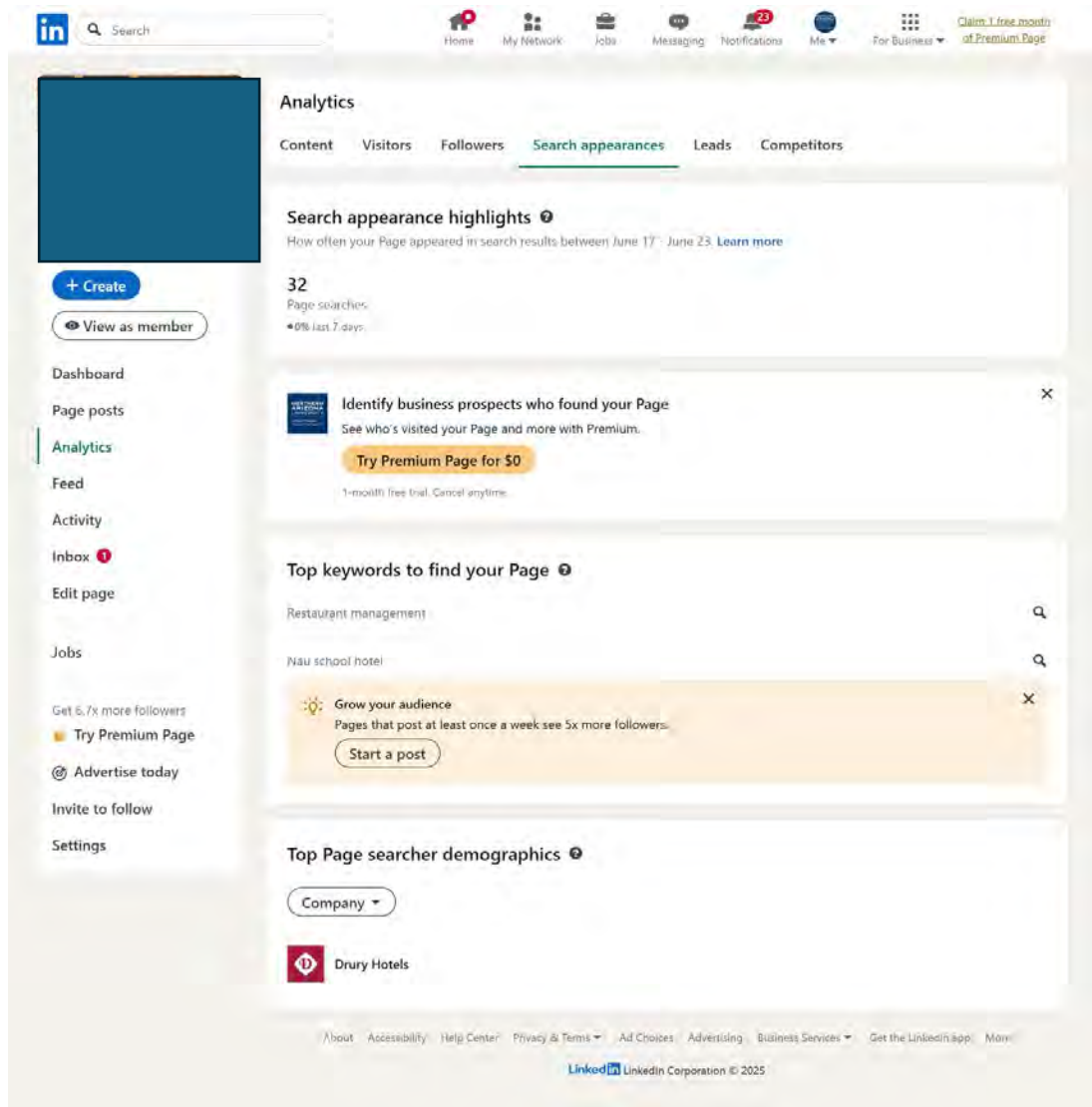
Grow your followers
Build your audience by inviting relevant connections to follow your Page. [Invite connections](#)

All followers
Excluded from report

People | Pages

- Tom Tryan** - 1st
Servant Leader
May 2025
- K DANKAJ** - 3rd
HOSPITALITY FACILITATOR (15+ years of experience in the field of hospitality).
April 2025
- Kimberly Kilman** - 2nd
Experienced Senior Administrative Assistant | Supporting Efficient Hotel & Restaurant Operations with Strong Organizational...
April 2025
- Lauren Johns** - 2nd
Student at Northern Arizona University-hotel and Restaurant Management Major-Vice President of Taste and Toast Society...
June 2025
- Corey Hughey** - 2nd
Business Development Market Manager | Helping Businesses Find the Right Tech Solutions
April 2025
- Erin Salo** - 2nd
Student at Northern Arizona University
April 2025
- Kelsey Bulinski-Sparks** - 2nd
Cross-Functional Specialist | Certified Autism Travel Professional | Professional in Destination Management| Former Inflight...
March 2025
- Karlie Pelczar** - 2nd
Chief Operating Officer at Moberl & The Whole Bowl
March 2025
- Tylera Deschery** - 1st
Student at Northern Arizona University
February 2025
- Lumberjack Writing Center at Northern Arizona University** - 2nd
Writing Support for all NAU Lumberjacks
February 2025

Search appearance



The screenshot shows the LinkedIn Analytics interface for a page. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 23), Me, and For Business. A link to 'Claim 1 free month of Premium Page' is also visible.

The main content area is titled 'Analytics' and has sub-tabs for Content, Visitors, Followers, Search appearances (which is selected), Leads, and Competitors.

The 'Search appearance highlights' section shows that the page appeared in search results between June 17 and June 23. It reports 32 page searches and a 0% change over the last 7 days. A 'Learn more' link is provided.

Below this, there is a promotional banner for LinkedIn Premium: 'Identify business prospects who found your Page. See who's visited your Page and more with Premium. Try Premium Page for \$0. 1-month free trial. Cancel anytime.'

The 'Top keywords to find your Page' section lists 'Restaurant management' and 'Nau school hotel'. A highlighted box encourages users to 'Grow your audience' by posting at least once a week, which can result in 5x more followers. A 'Start a post' button is included.

The 'Top Page searcher demographics' section shows a filter for 'Company' with 'Drury Hotels' listed as a top searcher.

The footer contains links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More. The copyright notice reads 'LinkedIn Corporation © 2025'.